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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/041,887	01/07/2002	Susan Daniher	00011.US00	4291
27309	7590	10/19/2006	EXAMINER	
RATHINASAMY, PALANI P				
ART UNIT		PAPER NUMBER		
		3622		

DATE MAILED: 10/19/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	10/041,887	DANIHER, SUSAN	
	<b>Examiner</b>	<b>Art Unit</b>	
	Palani P. Rathinasamy	3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on \_\_\_\_\_.
- 2a) This action is FINAL.                    2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1-23 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 1-23 is/are rejected.
- 7) Claim(s) 20 is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on 07 January 2002 is/are: a) accepted or b) objected to by the Examiner.  
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) All    b) Some \* c) None of:
    1. Certified copies of the priority documents have been received.
    2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)   | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)  | Paper No(s)/Mail Date. _____ .                                    |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)<br>Paper No(s)/Mail Date <u>See Continuation Sheet</u> . | 5) <input type="checkbox"/> Notice of Informal Patent Application |
|   | 6) <input type="checkbox"/> Other: _____                          |

Continuation of Attachment(s) 3). Information Disclosure Statement(s) (PTO/SB/08), Paper No(s)/Mail Date :1/31/2005, 3/17/2005, 4/25/2005.

## DETAILED ACTION

### *Claim Objections*

1. **Claim 20 objected to because of the following informalities:** method claim 20 is dependent on system claim 16. Appropriate correction is required. Claim 20 examined below as a system claim not a method claim.

### *Claim Rejections - 35 USC § 112*

2. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

3. **Claims 10-12 rejected under 35 U.S.C. 112 due to lack of antecedent basis.**

Claims 10-12 recite the limitation "wherein the emails". There is insufficient antecedent basis for this limitation in the claim. Dependent claims 10-12 are dependent on claim 1. Claim 1 does not mention emails. Claims 10-12 examined as being dependent on claim 3 instead of claim 1 below. Appropriate correction is required.

### *Claim Rejections - 35 USC § 103*

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. **Claims 1-23 are rejected under 35 U.S.C. 103(a) as being unpatentable over ARTICLE 7/2001 ("Entertainment Publications Launches Redesigned Website", July 12, 2001) in view of Costin, IV et al. (US Pat. Pub. 2002/0049816).** ARTICLE 7/2001 discloses a method for "schools, community groups and other non-profit

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organizations" to help raise money to support their causes. Costin, IV et al. teaches of a method for e-businesses to partner with non-profit organizations to raise money online [summary of the invention, 0006].

6. Regarding claims 1-2, 9, 16, 21 and 23, applicant teaches of a method by which corporations are contacted to participate by providing "e-coupons" that provide discounts for online shopping. These e-coupons are then bundled together into a "virtual goodie bag". Friends, family and others are then contacted to donate in order to receive the "virtual goodie bag." The non-profit raises money by selling these coupons. ARTICLE 7/2001 teaches of a company (Entertainment Publications Inc.) that offers "coupons and discounts" from over 300,000 merchants locations. These coupons are printed out online or are bundled together into a coupon book. Non-profits sell these coupon books online or in person and retain a certain percentage of the sales that goes to support their organization. ARTICLE 7/2001 does not teach about using e-coupons for online purchases. Costin, IV et al. teaches of a fundraiser method where e-businesses partner with non-profit organizations to raise money by providing discounts to donors [summary of the invention, 0011]. Costin et al. teaches of a method where e-businesses provide incentives to the fundraisers and donors by providing "prizes and coupons" [summary of the invention, 0011]. Figure 7 gives an example of a webpage of the coupons, many of which are e-coupons to various online retailers (PETsMART.com, barnesandnoble.com, CDNOW, etc.). Therefore, it would have been obvious to one skilled in the art to sell bundled e-coupons for online shopping instead of printable coupon books.

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7. Regarding claims 3, 10-12, and 16, applicant teaches that the "friends, family and others" are contacted via an e-mail [claim 3, claim 16] that contains: a link to a personal donation page [claim 10], information about the fundraising campaign [claim 11] and information about the fundraisers [claim 12]. Costin, IV et al. teaches of sending e-mails to "friends, family and colleagues" to solicit donations that contains: "links to the [personal] campaign page" and a message "identifying the person forwarding the email and a message explaining that person's association or experiences with the cause" [summary of the invention 0010]. Therefore it would have been obvious to one skilled in the art to send emails in order to solicit donations with ARTICLE 7/2001.

8. Regarding claims 4-8 and 17-20, applicant teaches of creating one or more reports of the fundraising campaign [claim 4 and 17] consisting of information about the amount of money raised in the campaign [claim 5 and 18], the fundraisers that are involved [claim 6 and 19], the donors [claim 7 and 20] and the corporations participating [claim 8]. Costin, IV et al. teaches of displaying statistics about the fund-raising campaign and gives various sample websites (reports) in the figures provided [detailed description of the present invention, 0074]. Regarding claims 5 and 18, Costin, IV et al. shows a sample website where the amount of money raised in the campaign is displayed (donation statistics) [FIG 6]. Regarding claims 6 and 19, Costin, IV et al., shows a sample website where the information about the fundraiser is displayed [FIG 7]. Regarding claims 7 and 20, Costin, IV et al., shows a sample website where the donors and the amount donated is displayed [FIG 12]. Regarding claim 8, Costin, IV et al., shows a sample website where the coupons and information about the corporations

participating is displayed [FIG 7]. Therefore it would have been obvious to one skilled in the art to create various reports with details on the amount donated, donors, etc. with ARTICLE 7/2001.

9. Regarding claim 22, applicant teaches of receiving the donations online. Costin, IV et al. teaches of online donations and the different methods for implementing it [summary of the invention, 0018]. Therefore it would have been obvious to one skilled in the art to receive donations online with ARTICLE 7/2001.

10. Regarding claims 13-15, applicant teaches of acknowledging the corporations [claim 13], fundraisers [claim 14], and donors [claim 15] on a “virtual plaque.” Applicant’s specification describes that “virtual plaques” display information about the donors, the amount of donation or any other “information” [detailed description of the invention, pg 8, lines 10-14]. Costin IV et al. teaches of providing a webpage for visitors where they view information about the fundraisers [detailed description of the present invention, 0080]. Costin, IV et al. shows a screenshot of the webpage and shows tabs for “participating charities, participating organizations, participating businesses, donor testimonials, and donor benefit issues” [FIG 20]. According to the detailed description, these tabs display detailed “information” about the groups (charities, organizations, etc.) [detailed description of the present invention, 0080, 0082]. Thus, this type of website display of information is the same as applicant’s “virtual plaques.” Therefore it would have been obvious to one skilled in the art to “display the information” of the donors, fundraisers, etc. online with ARTICLE 7/2001.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Palani P. Rathinasamy whose telephone number is (571) 272-5906. The examiner can normally be reached on M-F 8:30-5p.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

PPR



JEFFREY D. CARLSON  
PRIMARY EXAMINER